

Rep Order# 7904206
EC'd Yes

Ver# 7 Mod#

Status Confirmed

Traffic Order# 24949

49 Printed: 09/27/2012 12:03 PM
 Last Received: 09/26/2012 1:09 PM
 Showing Buylines: All Lines

1 of 4

Station KSL-TV SALT LAKE CITY
Advertiser () CTR FOR INDV FREEDOM
Product CFIF
Estimate# 1011
Buyer Noelle Ramsey
Phone#
Fax#

Agency () MAIN STREET MEDIA GROUP
PO BOX 25092
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 6/1/39/1011
Flight Dates 09/19/2012 - 09/28/2012
Hiatus Weeks

Rep Firm) WASHINGTON
Sales Office () JAMIE ANDRUS
Salesperson ()
Salesperson Phone# 202-872-1155
Salesperson FAX#

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	SU	SUNDAY EDITION	9A-930A	:30	09/23-09/23	1	\$125.00	1
Rating: 1.5								
2	SU	SUNDAY TODAY	7A-8A	:30	09/23-09/23	1	\$185.00	1
Rating: 1.7								
3	W-TH	KSL 5 NEWS AT 630P	630P-7P	:30	09/19-09/20	2	\$525.00	2
Rating: 4.1								
Buyline Comment: 1/DAY								
6	M-TH	KSL 5 NEWS AT 630P	630P-7P	:30	09/24-09/27	3	\$525.00	3
Rating: 4.1								
Buyline Comment: 1/DAY								
11	W-F	KSL 5 NEWS AT 6P	6P-630P	:30	09/19-09/21	3	\$650.00	3
Rating: 5.0								
Buyline Comment: 1/DAY								
14	M-F	KSL 5 NEWS AT 6P	6P-630P	:30	09/24-09/28	5	\$650.00	5
Rating: 5.0								
Buyline Comment: 1/DAY								
19	SU	MEET THE PRESS	8A-9A	:30	09/23-09/23	1	\$300.00	1
Rating: 2.1								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
20	W-F	KSL 5 NEWS	5P-530P	:30	09/19-09/21	3	\$625.00	3
Rating: 4.3		Buyline Comment: 1/DAY						
23	M-F	KSL 5 NEWS	5P-530P	:30	09/24-09/28	5	\$625.00	5
Rating: 4.3		Buyline Comment: 1/DAY						
28	SU	SPORTSBET NEL AFTER SUNDAY NIGHT	930P-10P	:30	09/23-09/23	0	\$1,100.00	0
Rating: 7.6								
29	W-F	TODAY SHOW 2	9A-10A	:30	09/19-09/21	3	\$240.00	3
Rating: 1.6		Buyline Comment: 1/DAY						
32	M-F	TODAY SHOW 2	9A-10A	:30	09/24-09/28	5	\$240.00	5
Rating: 1.6		Buyline Comment: 1/DAY						
37	W-F	KSL 5 NEWS TODAY	6A-7A	:30	09/19-09/21	3	\$425.00	3
Rating: 2.7		Buyline Comment: 1/DAY						
40	M-F	KSL 5 NEWS TODAY	6A-7A	:30	09/24-09/28	5	\$425.00	5
Rating: 2.7		Buyline Comment: 1/DAY						
45	SA	SPORTS BEAT SATURDAY	1035P-1105P	:30	09/22-09/22	1	\$500.00	1
Rating: 3.1								
46	SA	KSL 5 NEWS AT 6P SAT	6P-630P	:30	09/22-09/22	0	\$350.00	0
Rating: 1.9								
47	SA	KSL 5 NEWS AT 10 - SAT	10P-1035P	:30	09/22-09/22	1	\$1,800.00	1
Rating: 6.9								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
48	SU	KSL 5 NEWS AT 10 - SUN	10P-1035P	:30	09/23-09/23	1	\$2,600.00	1
Rating: 9.1								
49	W-F	TODAY SHOW 7-8A	7A-8A	:30	09/19-09/21	3	\$950.00	3
Rating: 3.0		Buyline Comment: 1/DAY						
52	M-F	TODAY SHOW 7-8A	7A-8A	:30	09/24-09/28	5	\$950.00	5
Rating: 3.0		Buyline Comment: 1/DAY						
57	W-F	KSL 5 NEWS AT 10	10P-1035P	:30	09/19-09/21	3	\$2,500.00	3
Rating: 7.7		Buyline Comment: 1/DAY						
60	M-F	KSL 5 NEWS AT 10	10P-1035P	:30	09/24-09/28	5	\$2,500.00	5
Rating: 7.7		Buyline Comment: 1/DAY						
65	F	DATELINE	9P-10P	:30	09/21-09/21	1	\$1,400.00	1
Rating: 3.6								
66	F	DATELINE	9P-10P	:30	09/28-09/28	1	\$1,400.00	1
Rating: 3.6								
67	F	GAME NIGHT LIVE	630P-7P	:30	09/21-09/21	1	\$525.00	1
Rating: 4.1		Buyline Comment: 1/DAY						
68	F	GAME NIGHT LIVE	630P-7P	:30	09/28-09/28	1	\$525.00	1
Rating: 4.1		Buyline Comment: 1/DAY						

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69	SA	NCAA NOTRE DAME	530P-9P	:30	09/22-09/22	1	\$360.00	1
Rating: 1.9								
70	F	GRIMM	7P-8P	:30	09/28-09/28	1	\$1,100.00	1
Rating: 7.6								
71	TH	NIGHTLY NEWS	530P-6P	:30	09/27-09/27	1	\$525.00	1
Rating: 4.1								

---REPORT TOTALS---

Report Totals: 66 / \$57,090.00

---SALES MONTHLY TOTALS---

Sep 12: 66 / \$57,090.00
 Sales Totals: 66 / \$57,090.00
 Station Totals: 66 / \$57,090.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$285,450	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		XUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null
 Demos RA35+